a wireless network interface of the mobile computing device, a beacon signal emitted from the laundry machine.

12. The method of claim **10**, wherein the request includes a code that identifies the laundry machine and that is presented on or in proximity to the laundry machine.

13. The method of claim **10**, further comprising:

receiving, by the at least one processor, an availability request for availability information describing currently available laundry machines, the availability request indicating a location of one or more of a user or the mobile computing device;

in response to the availability request, identifying, by the at least one processor, one or more laundromats within a threshold distance of the location, the one or more laundromats including one or more currently available laundry machines; and

sending, by the at least one processor, in response to the availability request, the availability information indicating the one or more laundromats that include the one or more currently available laundry machines.

14. The method of claim **13**, further comprising:

receiving, by the at least one processor, a reservation request for a reservation of at least one laundry machine at a particular laundromat of the one or more laundromats, the reservation request sent in response to a selection of the particular laundromat from the one or more laundromats, the selection made through a user interface (UI);

updating, by the at least one processor, status information to indicate the at least one laundry machine as reserved;

sending, by the at least one processor, at least one control signal to cause at least one status indicator of the at least one laundry machine to indicate a reserved status; and

sending, by the at least one processor, a response to the mobile computing device indicating the reservation of the at least one laundry machine at the particular laundromat.

15. One or more computer-readable storage media storing instructions which, when executed by at least one processor, instruct the at least one processor to perform operations comprising:

receiving a request for use of a laundry machine, the request sent by a mobile computing device responsive to a determination that the mobile computing device is in proximity to the laundry machine;

determining a network address of the laundry machine indicated in the request; and

sending a control signal to the network address of the laundry machine, wherein the control signal causes an

altering of an operational state of the laundry machine to enable use of the laundry machine during a period of time.

16. The one or more computer-readable storage media of claim **15**, wherein the determination that the mobile computing device is in proximity to the laundry machine is based at least partly on detecting, using a wireless network interface of the mobile computing device, a beacon signal emitted from the laundry machine.

17. The one or more computer-readable storage media of claim **15**, wherein the request includes a code that identifies the laundry machine and that is presented on or in proximity to the laundry machine.

18. The one or more computer-readable storage media of claim **15**, the operations further comprising:

receiving an availability request for availability information describing currently available laundry machines, the availability request indicating a location of one or more of a user or the mobile computing device;

in response to the availability request, identifying one or more laundromats within a threshold distance of the location, the one or more laundromats including one or more currently available laundry machines; and

sending, in response to the availability request, the availability information indicating the one or more laundromats that include the one or more currently available laundry machines.

19. The one or more computer-readable storage media of claim **18**, the operations further comprising:

receiving a reservation request for a reservation of at least one laundry machine at a particular laundromat of the one or more laundromats, the reservation request sent in response to a selection of the particular laundromat from the one or more laundromats, the selection made through a user interface (UI);

updating status information to indicate the at least one laundry machine as reserved;

sending at least one control signal to cause at least one status indicator of the at least one laundry machine to indicate a reserved status; and

sending a response to the mobile computing device indicating the reservation of the at least one laundry machine at the particular laundromat.

20. The one or more computer-readable storage media of claim **19**, the operations further comprising:

selecting the at least one laundry machine from the one or more currently available laundry machines at the particular laundromat, based at least in part on an analysis of usage history of the one or more currently available laundry machines.

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